

Application No. 10/644,534  
Reply to Office Action of September 22, 2004

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims of in the application:

**Listing of Claims:**

1. (Currently amended) A label assembly comprising:

    a label affixed to a non-opaque bottle,

    said label having a first viewing area comprising an area free of opaque label material, and a second viewing area comprising an area free of opaque label material,

    a first indicia portion applied to an inward facing side of said label disposed substantially diametrically opposed from said first viewing area about said bottle and viewably aligned with said first viewing area, wherein said first indicia portion is not viewable from an outward facing side of said label in a first indicia area of said label on which it is applied,

    a second indicia portion applied to the inward facing side of said label disposed substantially diametrically opposed from said second viewing area about said bottle and viewably aligned with said second viewing area, wherein said second indicia portion is not viewable from the outward facing side of said label in a second indicia area of said label on which it is applied, and wherein said second indicia portion is separate and distinct from said first indicia portion.

    wherein said first indicia portion is viewable through said first viewing area when a level of substantially opaque fluid within said bottle is below said first indicia portion and said first viewing area, and

    wherein said second indicia portion is viewable through said second viewing area when a level of substantially opaque fluid within said bottle is below said second indicia portion and said second viewing area.

2. (Original) The label assembly according to claim 1, wherein

    said first viewing area is disposed vertically above said second viewing area,

    wherein said first indicia portion is disposed vertically above said second indicia portion,

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and

wherein, neither of said indicia portions are viewable when the level of substantially opaque fluid within said bottle is above said first indicia portion under a first condition, said first indicia portion is viewable through said first viewing area and said second indicia portion is not viewable through said second viewing area when the level of substantially opaque fluid within said bottle is below said first indicia portion and said first viewing area but above said second indicia portion under a second condition, and both of said indicia portions are viewable when the level of substantially opaque fluid within said bottle is below said second indicia portion and said second viewing area under a third condition.

3.(Original) The label assembly according to claim 2, wherein said first viewing area and said second viewing area are disposed on the same side of said bottle, said first viewing area being aligned substantially directly above said second viewing area.

4. (Original) The label assembly according to claim 2, wherein said first viewing area and said second viewing area are disposed on substantially opposite sides of said bottle.

5. (Original) The label assembly according to claim 2, wherein said label comprises a single-piece wrap-around label.

6. (Original) The label assembly according to claim 2, wherein said label comprises a front label section disposed opposite and separated from a back label section.

7.(Original) The label assembly according to claim 6, wherein said first and second viewing areas are disposed on said front label section, and wherein said first and second indicia portions are disposed on said back label section.

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8. (Original) The label assembly according to claim 6, wherein said first viewing area and said second indicia portion are disposed on said front label section, and said second viewing area and said first indicia portion are disposed on said back label section.

9. (Original) The label assembly according to claim 1, wherein the substantially opaque fluid within said bottle is a substantially opaque beverage for human consumption.

10. (Original) The label assembly according to claim 2, wherein the substantially opaque fluid within said bottle is a substantially opaque beverage for human consumption.

11. (Original) The label assembly according to claim 10, wherein said bottle is formed of non-opaque glass.

12. (Original) The label assembly according to claim 10, wherein said bottle is formed of non-opaque plastic.

13. (Original) The label assembly according to claim 2, wherein said first viewing area is substantially surrounded by opaque label material about its perimeter.

14. (Original) The label assembly according to claim 13, wherein said second viewing area is substantially surrounded by opaque label material about its perimeter.

15. (Original) The label assembly according to claim 14, wherein said first and second viewing areas are formed by holes in said label.

16. (Original) The label assembly according to claim 14, wherein said first and second viewing areas are formed of non-opaque label material.

17. (Original) The label assembly according to claim 1, wherein said first indicia portion contains subject matter which is logically related to first outward side indicia disposed near said first viewing area, and wherein said second indicia portion contains subject matter which is logically related to second outward side indicia disposed near said second viewing area.

18. (Original) The label assembly according to claim 2, wherein said first indicia portion contains subject matter which is logically related to first outward side indicia disposed near said first viewing area, and wherein said second indicia portion contains subject matter which is logically related to second outward side indicia disposed near said second viewing area.

19. (Original) The label assembly according to claim 1, wherein said second indicia portion contains subject matter which is logically related to subject matter contained in said first indicia portion.

20. (Original) The label assembly according to claim 19, wherein said first indicia portion contains an inquiry, and wherein said second indicia portion contains a response related to said inquiry.

21. (Original) The label assembly according to claim 19, wherein a relationship between the second indicia portion and the first indicia portion is clarified on the outward side of said label.

22. (Original) The label assembly according to claim 20, wherein said inquiry is a question, and wherein said response is an answer related to said question.

23. (Original) The label assembly according to claim 20, wherein said inquiry is an answer, and wherein said response is a question related to said answer.

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24. (Original) The label assembly according to claim 20, wherein said inquiry is the beginning of a statement, and wherein said response is a continuation of said statement.

25. (Original) The label assembly according to claim 2, wherein said second indicia portion contains subject matter which is logically related to subject matter contained in said first indicia portion.

26. (Original) The label assembly according to claim 25, wherein said first indicia portion contains an inquiry, and wherein said second indicia portion contains a response related to said inquiry.

27. (Original) The label assembly according to claim 25, wherein a relationship between the second indicia portion and the first indicia portion is clarified on the outward side of said label.

28. (Original) The label assembly according to claim 26, wherein said inquiry is a question, and wherein said response is an answer related to said question.

29. (Original) The label assembly according to claim 26, wherein said inquiry is an answer, and wherein said response is a question related to said answer.

30. (Original) The label assembly according to claim 26, wherein said inquiry is the beginning of a statement, and wherein said response is a continuation of said statement.

31. (Original) A beverage bottle package containing a plurality of bottles each comprising the label assembly according to claim 26, wherein the subject matter contained in said inquiry of each assembly is classified in a distinct category, each of said plurality of bottles

having inquiries classified in different categories.

32. (Original) The beverage bottle package according to claim 31, wherein the category of each of said bottles is indicated in a viewable area on each of said bottles.

33.(Original) A beverage bottle package containing a plurality of bottles each comprising the label assembly according to claim 26, wherein the subject matter contained in said inquiry of each assembly is classified in a distinct category, each of said plurality of bottles having inquiries classified in the same category.

34. (Currently Amended) A label assembly comprising:  
a label affixed to a non-opaque container,  
said label having a first viewing area comprising an area free of opaque label material, and a second viewing area comprising an area free of opaque label material,  
a first indicia portion applied to an inward facing side of said label disposed substantially diametrically opposed from said first viewing area about said container and viewably aligned with said first viewing area, wherein said first indicia portion is not viewable from an outward facing side of said label in a first indicia area of said label on which it is applied,  
a second indicia portion applied to the inward facing side of said label disposed substantially diametrically opposed from said second viewing area about said container and viewably aligned with said second viewing area, wherein said second indicia portion is not viewable from the outward facing side of said label in a second indicia area of said label on which it is applied, and wherein said second indicia portion is separate and distinct from said first indicia portion,  
wherein said first indicia portion is viewable through said first viewing area when a level of substantially opaque substance within said container is below said first indicia portion and said first viewing area, and

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wherein said second indicia portion is viewable through said second viewing area when a level of substantially opaque substance within said container is below said second indicia portion and said second viewing area.

35.(Original) The label assembly according to claim 34, wherein said first viewing area is disposed vertically above said second viewing area, wherein said first indicia portion is disposed vertically above said second indicia portion, and

wherein, neither of said indicia portions are viewable when the level of substantially opaque substance within said container is above said first indicia portion under a first condition, said first indicia portion is viewable through said first viewing area and said second indicia portion is not viewable through said second viewing area when the level of substantially opaque substance within said container is below said first indicia portion and said first viewing area but above said second indicia portion under a second condition, and both of said indicia portions are viewable when the level of substantially opaque substance within said container is below said second indicia portion and said second viewing area under a third condition.

36.(Original) The label assembly according to claim 35, wherein said substance is a solid substance.

37.(Original) The label assembly according to claim 36, wherein said substance is consumable by humans.

38. (Original) The label assembly according to claim 35, wherein said substance is a liquid.

39. (Original) The label assembly according to claim 38, wherein said substance is

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consumable.

40. (Original) The label assembly according to claim 25, wherein said inquiry is a first image, and wherein said response is a second image related to said first image.

41. (Original) The label assembly according to claim 40, wherein said first image depicts an individual, and wherein said second image depicts the individual having a mode of attire or posing which is different than that of said first image.